



**Fergusson College (Autonomous)**

**Pune**

**Learning Outcomes-Based Curriculum**

**for**

**F. Y. B. Voc. Media and Communication**

**With effect from June 2019**

### Program Structure

Semester	Course Code	Course Title	Course	No. of credits
<b>I</b>	BVM1101	Communication Theories		04
	BVM1102	Mass Media		04
	BVM1103	Basics of Visual Communication		04
	BVM1104	Writing Skills		06
	BVM1105	Image Processing		06
	BVM1106	Basics of Photography		06
<b>II</b>	BVM1201	Social Issues and Ideas		04
	BVM1202	Basics of Journalism		04
	BVM1203	Audio Visual Narratives		04
	BVM1204	Voice Over Techniques		06
	BVM1205	Communication Skills		06
	BVM1206	Journalism Project		06
<b>III</b>	BVM2301	Media and Society		04
	BVM2302	Video Editing Theory		04
	BVM2303	Script Writing Fiction		04
	BVM2304	Broadcast Journalism		06
	BVM2305	Video Editing Practical		06
	BVM2306	Storyboard Design		06
<b>IV</b>	BVM2401	Introduction to Digital Media		04
	BVM2402	Script Writing non Fiction		04
	BVM2403	Camera Fundamentals		04
	BVM2404	Page Design		06
	BVM2405	Edit Print Media		06
	BVM2406	Camera and Lighting		06
<b>V</b>	BVM3501	Media Research		04
	BVM3502	Basics of Advertising		04
	BVM3503	Radio Programming		04
	BVM3504	Video Production		06
	BVM3505	Audio Production		06
	BVM3506	Research Seminar		06
<b>VI</b>	BVM3601	Media Laws and Ethics		04
	BVM3602	Public Relations		04
	BVM3603	Current Affairs		04

	BVM3604	Film Appreciation		06
	BVM3605	Final Vocational Project		06
	BVM3606	Final Vocational Project		06

### **Programme Outcomes**

PO1	<b>Understanding Media and Communication:</b> Student will able to understand various media tasks and process to complete it.
PO2	<b>Technical Aspects:</b> Student will learn technical things in terms of equipment, camera, software to make the task.
PO3	<b>Problem analysis-</b> Identify, formulate research literature and ability to assess problems and probable solutions for conservation of biodiversity and create awareness on sustainable development.
PO4	<b>Techniques-</b> Select and apply appropriate techniques to solve and analyze problems with special reference to media work.
PO5	<b>Individual and team work-</b> Function effectively as an individual and as a member or leader of group to fulfil the responsibilities of the project.
PO6	<b>Communication-</b> Communicate effectively on topics special references to plant sciences and ability to correlate it with society at large. Write effective reports (general and research) and make presentations and communicate them effectively.
PO7	<b>Lifelong Learning-</b> Acquire ability for self learning, discipline and taking logically correct approach for solving problems.
PO8	<b>Interdisciplinary approach-</b> Identify inter relationships between different fields of science and interpret their correlation.
PO9	<b>Research-</b> Use research based knowledge and media research methods to design the experiment, interpret the data and provide valid conclusion.
PO 10	<b>Projects:</b> Handling various media projects like Short films, News Writing, Page designs, Script Writing Radio Programmes, Video Editing independently.

**Semester I**  
**BVM1101 Communication Theories**  
**Credits: 4**

<p>Course Outcomes</p> <ol style="list-style-type: none"> <li>1. To understand theory of communication process</li> <li>2. To study the models of communication</li> <li>3. To study the various types of communication</li> <li>4. To study the nature of feedback</li> <li>5. To study the importance of communication</li> </ol>	<p>Suggested Teaching Pedagogy</p> <ul style="list-style-type: none"> <li>• Effective use of theoretical approach with real day to day life activities about understanding communication process.</li> </ul>
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Unit No.	Title of Unit and Contents
1	<p><b>Introduction to Communication Process</b></p> <ul style="list-style-type: none"> <li>▪ What is Communication</li> <li>▪ Importance and Scope</li> <li>▪ Communication Process</li> <li>▪ Types of Communication</li> <li>▪ Barriers to communication</li> </ul>
2	<p><b>Communication Theories &amp; Models</b></p> <ul style="list-style-type: none"> <li>▪ Agenda Setting Theory</li> <li>▪ Bullet Theory</li> <li>▪ Uses and Gratification Theory</li> <li>▪ Gerbners Model</li> <li>▪ Lasswells Model</li> <li>▪ Newcombs Model</li> </ul>
3	<p><b>Meaning Making Process</b>            Sign and Symbols and meaning making            Semiotics            Categories of Signs            Aesthetic Codes</p>
4	<p><b>Media and Communication Process</b>            Messages            Meaning            Culture            Effects</p>

**Semester I**  
**BVM1102 Mass Media**  
**Credits: 4C**

<p>Course Outcomes</p> <ol style="list-style-type: none"> <li>1. To understand theory of Media and process</li> <li>2. To study the models of Media</li> <li>3. To study the various types of Media and communication</li> <li>4. To study the nature of media industry</li> <li>5. To study the importance of media and communication</li> </ol>	<p>Suggested Teaching Pedagogy</p> <ul style="list-style-type: none"> <li>• Industry level updated information with real time examples from media industry for understanding the nature of media industry.</li> </ul>
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Unit No.	Title of Unit and Contents
1	<p><b>Mass Media</b>            Indian Media Scenario            Need of Media            Scope of Media            Media Business            Media Market</p>
2	<p><b>Print Media</b>            Brief History of News Papers in India            Contemporary News Papers Market            Books            Magazines            OOH</p>
3	<p><b>Electronic Media</b>            Radio            Brief History            Market of FM Channels            History of TV Technology            Ministry and Policies of Broadcast Media</p>
4	<p><b>Indian Cinema</b>            Brief History of Indian Cinema            Important Phases of Indian Cinema (1913-1990)            Cinema and Society            Contemporary Cinema</p>

**Semester I**  
**BVM1103 Basics of Visual Communication**  
**Credits: 4C**

<p><b>Learning Outcomes</b></p> <ol style="list-style-type: none"> <li>1. To understand theory of Visual Communication</li> <li>2. To study the models of Media with visual communication</li> <li>3. To study the various types of visual treatments</li> <li>4. To study the nature color theory</li> <li>5. To study the importance of visuals in media.</li> </ol>	<p><b>Suggested Teaching Pedagogy</b></p> <ul style="list-style-type: none"> <li>• Combination of Visual communication theories and day to day real activities to understand the importance.</li> </ul>
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Unit No.	Title of Unit and Contents
1	<p><b>. Meaning of Visual Communication</b></p> <ul style="list-style-type: none"> <li>▪ Understanding Visual language</li> <li>▪ Visual grammar- perception, composition, grouping and organization, balance, ratio and proportion, rule of thirds, light, colour harmony and contrast</li> <li>▪ Classification of shots</li> <li>▪ Principles of visual grammar</li> </ul>
2	<p><b>Socio cultural History of Visual Communication</b></p> <ul style="list-style-type: none"> <li>▪ History of visual communication</li> <li>▪ Visual literacy</li> <li>▪ How to read visuals</li> <li>▪ Impact of Visual Communication on society</li> </ul>
3	<p><b>Presentation Methods of Visual Communication</b></p> <ul style="list-style-type: none"> <li>▪ Forms of visual communication</li> <li>▪ Approaches to visual communication</li> <li>▪ Design principles</li> <li>▪ Design processes</li> </ul>
4	<p><b>Visual analytics and models</b></p> <ul style="list-style-type: none"> <li>▪ Color theory</li> <li>▪ Visual analysis (motion, static)</li> <li>▪ Visual aids and advance techniques</li> <li>▪ Models (SCAMPER, etc.)</li> </ul>

**Semester I**  
**BVM1104 Writing Skills**  
**Credits: 6C**

**Course Outcomes**

1. Importance of writing in media
2. To study the various types of writing in media
3. To improve writing styles
4. Identifying focus in writing
5. Writing for various medi

**Practicals based (3 Session of 3Hours per Practical)**

Sr. No.	Task
1.	<ol style="list-style-type: none"><li>1. Paragraph writing and focus</li><li>2. News Writing</li><li>3. Feature Writing</li><li>4. Article writing</li><li>5. Writing a review of literary text</li><li>6. Writing a summary of a literary text</li><li>7. Writing Captions</li><li>8. Writing Applications</li><li>9. Writing Resumes</li><li>10. Formal Email writing</li><li>11. Writing Blogs</li><li>12. Story Writing</li><li>13. Movie Reviews</li><li>14. Books Reviews</li><li>15. Copy Writing /Advertisements</li></ol> <p><b>Student Should Present Journal of Writing Skills at the end of the Semester.</b></p>

**Semester I**  
**BVM1105 Image Processing**  
**Credits: 6C**

**Course Outcomes**

1. To understand the importance of writing in media
2. To study the various types of writing in media
3. To improve writing styles
4. Identifying focus in writing
5. Writing for various medi

**Practicals based (3 Session of 3Hours per Practical)**

Sr. No.	Task
1.	<ol style="list-style-type: none"><li>1. Setup a 800 x 600 px (desktop default) canvas. Use different brush styles &amp; colors and draw anything.</li><li>2. Import various images and mix theme in each other, should have a theme. Image Importing, Selection &amp; Transformation</li><li>3. Compose a processed image on a suitable background.</li><li>4. Apply blending effect to a text. Use paint bucket or gradient tool to add a background.</li><li>5. Draw various shapes (Nos. 5-6) and clip different images in it.</li><li>6. Apply lighting effect and flare to a suitable picture.</li><li>7. Retouch portrait photography and apply glamour effect on it.</li><li>8. Design a greeting card for Diwali festival. Size : 6'' x 4'' or 4'' x 6'' or customize</li><li>9. Apply motion effects to appropriate picture.</li><li>10. Apply motion effects to appropriate picture.</li><li>11. Paint black and white picture in colour.</li><li>12. Shoot photographs for panorama &amp; stitch it. ( Min 3 photos require )</li><li>13. Record any action and apply it on a entire folder.</li><li>14. Design a cover on given subject</li><li>15. Design Visiting Card, Letter Head &amp; Envelope</li></ol> <p><b>Student Should Present Journal of Image Processing at the end of the Semester.</b></p>



**Semester I**  
**BVM1106 Basics of Photography**  
**Credits: 6C**

**Course Outcomes**

1. To understand the concept of photography
2. To understand the scope
3. To understand the functioning of camera
4. To understand photography process
5. Able to capture perfect Photographs

**Practicals based (3 Session of 3Hours per Practical)**

Sr. No.	Task
1.	<ol style="list-style-type: none"> <li>1. Outdoor portrait with reflector</li> <li>2. Effects of aperture (DOF)</li> <li>3. Effects of shutter speed: Fast shutter, Slow shutter, Panning</li> <li>4. Group photo: Formal, Informal</li> <li>5. Silhouette</li> <li>6. Architectural photography</li> <li>7. Perspective: Linear, Arial</li> <li>8. Pattern: Natural, Artificial</li> <li>9. Photographs of Fruits, Earthenware, Flowers, Crockery, Metal ware, Glassware, Food, Jewellery etc.</li> <li>10. Lighting for Rough &amp; Smooth Texture</li> <li>11. Lighting for form &amp; shape</li> <li>12. Silhouette</li> <li>13. Portrait</li> <li>14. High key</li> <li>15. Low key</li> </ol> <p><b>Student Should Present Journal of Basics of Photography at the end of the Semester.</b></p>

**Semester II**  
**BVM1201: Social Issues and Ideas**  
**Credits: 4C**

<p><b>Course Outcomes</b></p> <ol style="list-style-type: none"> <li>1. To understand basics social structure</li> <li>2. To study the ideologies</li> <li>3. To study the contemporary social political issues</li> <li>4. To understand the critical thinking</li> <li>5. Student should able to understand the socio-economic issues.</li> </ol>	<p><b>Suggested Teaching Pedagogy</b></p> <p>Social Theoretical approach with special emphasis to generate ideas to understand the social problems to make media texts.</p>
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Unit No.	Title of Unit and Contents
1	<p><b>Important Concepts of the subject</b></p> <ul style="list-style-type: none"> <li>▪ Understanding Society in Indian Context,</li> <li>▪ Characteristics of Indian Society,</li> <li>▪ Nation State and Nationalism,</li> <li>▪ Modernism, Feminism.</li> </ul>
2	<p><b>Social Reformers and Use of Media</b></p> <ul style="list-style-type: none"> <li>▪ Social Reformers in India</li> <li>▪ Raja Rammohan Roy</li> <li>▪ Mahatma Jotiba Phule</li> <li>▪ Mahatma Gandhi</li> <li>▪ Dr B.R Ambedkar</li> <li>▪ Role of Media in Social Movements</li> </ul>
3	<p><b>Understanding Indian Policies</b></p> <ul style="list-style-type: none"> <li>▪ Five Year Plans</li> <li>▪ Development Policies</li> <li>▪ Case Studies</li> </ul> <p style="text-align: center;">Contemporary Policies</p>
4	<p><b>Conflict Areas of India</b></p> <ul style="list-style-type: none"> <li>▪ Naxalism</li> <li>▪ Terrorism</li> <li>▪ Casteism</li> <li>▪ Case Studies</li> </ul>

**Semester II**  
**BVM1202: Basics of Journalism**  
**Credits: 4C**

<b>Course Outcomes</b> <ol style="list-style-type: none"> <li>1. To understand the process of news writing</li> <li>2. To understand the types of news</li> <li>3. To understand types of news</li> <li>4. To understand journalism as whole</li> <li>5. To able to write news stories</li> </ol>	<b>Suggested Teaching Pedagogy</b> <ul style="list-style-type: none"> <li>• Democratic social responsibility oriented journalistic approach to understand and make students enable to write news and features for print media.</li> </ul>
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Unit No.	Title of Unit and Contents
1	<b>Brief History of Journalism</b> Origin of Newspaper in the world Indian Journalism British Era Post Independence Post 1990s
2	<b>Journalists, Journalism and Style of Writing</b> <ul style="list-style-type: none"> <li>▪ Balshastri Jambhekar</li> <li>▪ Gopal Ganesh Agarkar</li> <li>▪ Bal Gangadhar Tilak</li> <li>▪ Mahatma Gandhi</li> <li>▪ Dr. B.R Ambedkar</li> </ul>
3	<b>Basics of News Writing -1</b> <ul style="list-style-type: none"> <li>▪ What is news?: meaning, definition, nature</li> <li>▪ The process of news: from the event to the audience</li> <li>▪ Basic components of a news story</li> <li>▪ The news questions: 5Ws and 1H</li> <li>▪ Writing a News Story</li> </ul>
4	<b>Basics of News Writing II</b> <ul style="list-style-type: none"> <li>▪ Organizational structure of newspaper agency</li> <li>▪ Organization of a news story, the classic inverted pyramid structure</li> <li>▪ Types of news, hard news Vs. Soft news</li> <li>▪ Principles of news selection</li> </ul> Formats of basic journalistic writing: news stories,

**Semester II**  
**BVM1203: Audio Visual Narratives**  
**Credits: 4C**

<b>Course Outcomes</b> <ol style="list-style-type: none"> <li>1. To understand audio visual language</li> <li>2. To understand the screen language</li> <li>3. To understand types of AV Narratives</li> <li>4. To understand the visual treatments</li> <li>5. Understanding and writing for audio-visual media.</li> </ol>	<b>Suggested Teaching Pedagogy</b> <ul style="list-style-type: none"> <li>• Audio visual content, special screenings, interactive and output based teaching learning process.</li> </ul>
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Unit No.	Title of Unit and Contents
1	<b>Storytelling</b> <ul style="list-style-type: none"> <li>▪ What is storytelling</li> <li>▪ Types of storytelling</li> <li>▪ Characteristics of effective storytelling</li> <li>▪ The power of visual storytelling</li> </ul>
2	<b>Narrative Techniques</b> <ul style="list-style-type: none"> <li>▪ What is narration and narrative structure</li> <li>▪ 3 Act Structure</li> <li>▪ Types of Narrative structure</li> <li>▪ Narration Styles</li> </ul>
3	<b>New Approaches in AV Narratives</b> <ul style="list-style-type: none"> <li>▪ New trends shaping TV industry (Content, strategy)</li> <li>▪ New trends shaping Film industry (Content, strategy, Technology)</li> <li>▪ New Narrative forms (Online shots, flash fiction, web series, viral videos, Interactive comics, digital trailers)</li> <li>▪ Current trends and methods in Audio Visual Narratives</li> </ul>
4	<b>Audio Visual Content Analysis</b> Short Films Advertisements Web Series Documentaries Videos

**Semester II**  
**BVM1204: Voiceover Techniques**  
**Credits: 6C**

**Course Outcomes**

The learner,

1. To understand the various terms and concepts in sound
2. To understand the importance of Voice Over
3. To produce a voice over script
4. To record audio and process it
5. Recording and processing sound

**Practicals based (3 Session of 3Hours per Practical Task)**

Sr. No	Task
1.	<ol style="list-style-type: none"><li>1. Introduction to Human Voice</li><li>2. 5 P's of Voice.</li><li>3. Pitch</li><li>4. Pace</li><li>5. Pause</li><li>6. Projection</li><li>7. Punch</li><li>8. Breathing</li><li>9. Breathing &amp; Voice relationship</li><li>10. How to Breathe</li><li>11. Controlling the Airflow</li><li>12. When to breathe</li><li>13. Noisy breathing</li><li>14. The diaphragm.</li><li>15. Breathing Exercises</li><li>16. Voice Over for different Audio-Visual genres</li><li>17. Voice Over for Audio Programs</li><li>18. Voice Over for Commercials</li><li>19. Techniques of Voice recording &amp; editing.</li><li>20. Making Voice Over Project</li></ol> <p><b>Student Should Present Project of Voice Over Technique at the end of the Semester.</b></p>

## Semester II

### BVM1205: Communication Skills

The learner,

1. To able to understand the role of presentation skills
2. To understand the importance of body language
3. To able to make quality presentations
4. To able to use effective communication process
5. To become an effective communicator

#### Practicals based (3 Session of 3Hours per Practical Task)

Sr. No.	Task
	<ol style="list-style-type: none"><li>1. Understanding Language</li><li>2. Verbal Language</li><li>3. Pronunciation</li><li>4. Stage Appearance</li><li>5. Maintaining Pitch</li><li>6. Process of Communication and Comprehension</li><li>7. Body Language and Communication</li><li>8. Group Discussions</li><li>9. Power Point Presentations</li><li>10. Conducting Interviews / Responding Interviews</li><li>11. Speech</li><li>12. Formal Introductions</li><li>13. Talking in front of Camera</li><li>14. Vocabulary Building Exercises</li><li>15. Communication based tasks on various topics</li></ol> <p><b>Student Should Present Various tasks of Communication Skill Practical at the end of the Semester.</b></p>

**Semester II**  
**BVM1206 Journalism Project**

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| <ol style="list-style-type: none"><li>1. To understand the term Journalism in practical way</li><li>2. To understand the story in the image and words</li><li>3. To able to sense the news</li><li>4. To capture the image with storytelling approach</li><li>5. Capturing journalistic images and writing articles on real time social, political, economic</li></ol> |
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Project Based. A Magazine /Book will be published as a part of project by the entire batch under the guidance of the subject teacher(s).

Sr. No.	Task
	<ol style="list-style-type: none"><li>1. News Writing</li><li>2. Photography</li><li>3. Sketches</li><li>4. Painting / creative cartoons</li><li>5. Article Writing</li><li>6. Feature Writing</li><li>7. Design of the Book/Magazine</li><li>8. Research</li><li>9. Layout</li><li>10. Style</li><li>11. Selection of Pages</li><li>12. Selection of Press</li><li>13. Selection of News</li><li>14. Story Writing</li><li>15. Interviews</li></ol> <p><b>Student Should produce a Magazine/Book at the end of the Semester.</b></p>